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APRIL 1961, Vol. 4, No.

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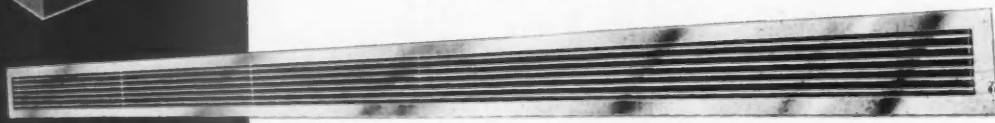
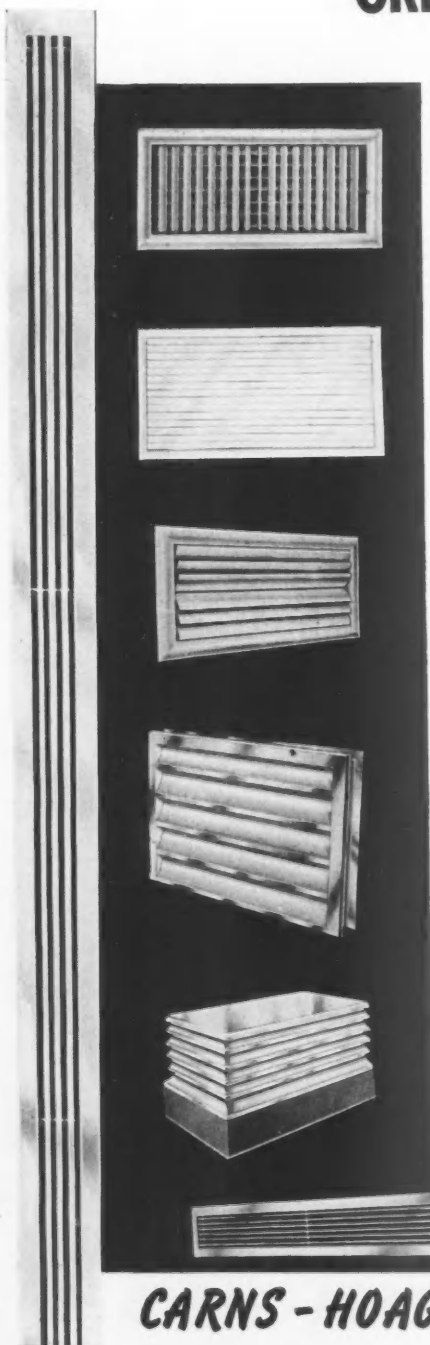
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CIRCULATION AND POLICY

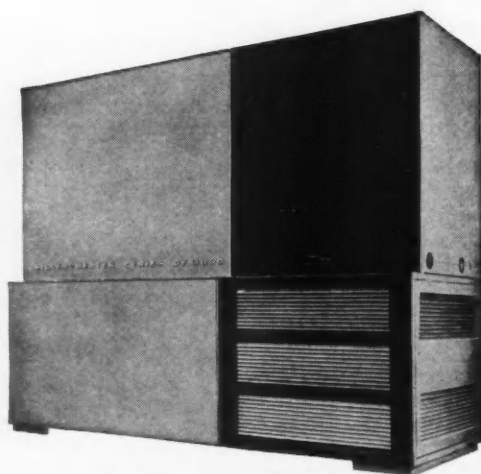
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THE PRESIDENT'S PAGE



**CENTRAL
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**SOUTHERN
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CHAPTER**



David S. Swanson

IF THERE is such a thing as a "profession" as distinct from a "vocation," it must consist in the ideals which its members maintain, the dignity of character which they bring to the performance of their duties, and the austerity of self-imposed ethical standards. To constitute a true profession there must be ethical tradition so potent as to bring into conformity members whose personal standards of conduct are at a lower level, and to have an elevating and ennobling effect on those members. A profession cannot be created by resolution or become such overnight. It requires many years for its development, and they must be years of self denial, years when success by base means is scorned, years when no results bring honor except those free from the taint of unworthy methods. Architecture is a profession. May I suggest we all re-study our code of ethics and mandatory standards.

• • •

Too often we fail to express our appreciation for a job well done. Herewith a bouquet:

To Phil Stitt for the high quality of this magazine, *Arizona Architect*, and articles of such caliber and interest that they are reprinted nationally, as well as locally. A special bouquet for the February issue on "The Mess We Live In."

To Don Dedera for his comments on the above in the *Arizona Republic*.

To Jack Williams and radio station KOY for their extensive coverage of the February issue, though I must admit I couldn't agree with all of Jack's comments.

To Producers' Council for their excellent efforts to create better liaison and dissemination of product literature and vital data to the architects.

To Arizona Masonry Guild and their executive secretary, Ralph Yoder, for advertisements advocating the use of architects and for inviting us to their monthly meetings which have had such outstanding and informative talks on their segment of the industry.

My congratulations to Arthur T. Brown for his advancement to Fellowship in the AIA. It couldn't happen to a finer man and we, in Central Arizona Chapter, salute Southern Arizona Chapter for giving Arizona its first "fellow" in the Institute.

THE OTHER evening I saw architects of the Urban Design & Housing Committee and Government Relations Committee at work for their community. Strong, successful, capable men of integrity, desire and love for their community met to freely give of themselves for the improvement of our communal way of life.

I am sure that scattered around the conference table there were many conflicts of interest, divergencies of taste and opinion, and yet, when all attention was focused on the single topic, "The Betterment of Tucson," we as a profession began to think and act with common purpose.

I became more convinced that our profession is tired of taking a back seat to other special interest groups, tired of watching others take the reins of leadership in community planning, and tired of continually being last in community effort.

Interestingly enough, these are not the only chapter committees at work this year. Several groups have rolled up their sleeves and really started going to town on problems that have faced our profession. Suggestions have poured out of these groups and in many cases they are being instrumented.

While it is true that not all members of the chapter have realized this obligation and/or interest, the hormones are beginning to stir and things are beginning to happen. Long dormant chapter programs are again undergoing re-evaluation and direction.

However, this is not yet the time to relax or applaud. There is so much to do, in so many aspects of our profession, that a maximum effort is required of each of us in the strengthening of our profession, in the development of our community and in service to our fellows.

It would seem realistic to paraphrase Carl Feiss' words when he said, "A community gets what it deserves." What about the AIA? Are we getting what we deserve, or have we yet given enough? We must redouble our efforts on all fronts and begin building a stronger organization which will be a responsible body for the community leadership we desire.

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The Editor's PERSPECTIVE

It's A SHOCK to be introduced to a man and have him say, "So *you're* the one who cost us several thousand dollars!" And then a thrill to have him explain that the money will willingly be spent to remove ugly power poles in a new subdivision already started, and to put the utilities underground. All because the potential ugliness was called to his attention in the February issue of *Arizona Architect*.

Rarely does a public relations activity provide such instantaneous and tangible results, and set up a chain reaction clear across the country as did that issue. Evidence for that conclusion is found in the *Critique* section, starting on page 27.

First, former Mayor Jack Williams talked about the magazine on his popular KOY morning and evening broadcast. He recommended that his listeners read the issue. Next day, when he found that *Arizona Republic's* award-winning columnist Don Dederer had a five-column picture and some hard-hitting quotations from *Arizona Architect*, Williams bragged good-naturedly that he had beaten Dederer to the story. Still next day Williams acknowledged that he had made an error in his reference to some of our pictures, and on the fourth day quoted from your editor's letter setting him straight about them.

Columnist Bert Fireman of the *Phoenix Gazette* was on the subject three different days and even disc jockeys on other radio stations had favorable comment.

A complimentary and appreciated letter came from Lloyd Snedaker, AIA, of Salt Lake. (He is expected to become regional AIA director for the Western

Mountain District this month in Philadelphia.) Lloyd was glad to hear another "cry in the wilderness" on the billboard menace, and hoped it would do some good.

But the big purpose of our pictures was to make people open their eyes and see what had happened to their city — sign by sign and pole by pole — practically unnoticed. That purpose was fulfilled, judging from many comments such as those of George Petzar of Portland Cement Association and Architect Fred Weaver, who say that the magazine has spoiled the pleasure of driving amid the ugliness they now see.

The only adverse criticism of the magazine was that the pictures were too dramatic. Jack Williams erroneously called them "doctored". I have had to explain that all pictures were natural, undistorted and unretouched; that we showed close-ups, medium and distant shots of our streets. (The latter were enlarged two-and-a-half times by means of a telephoto lens but identical pictures could have been taken with any camera by following a common procedure of enlarging and cropping in the darkroom.)

Architects and others have asked for more issues and pictures on the same subject. We plan to do another one — featuring Tucson this time, and more on highway billboards — but an important element of that issue will be a report on what is *being done* in various cities to improve the mess. Some things *are* being done, and architects in Tucson, especially, are right in the middle of community betterment work, and are being given a chance by public officials to improve planning and zoning laws.

The key to improvement — after public awareness — is in action at the law-making level, and that will take persistent public pressure. But there is ample support in the law for public action to deal with the problem. Ned Nelson illustrated this at the last meeting of Southern Arizona Chapter, AIA. He quoted the United States Supreme Court, in *Berman v. Parker*, October, 1954:

"... the concept of the public welfare is broad and inclusive. The values it represents are spiritual as well as physical, esthetic as well as monetary. It is within the power of the legislature to determine that the community should be beautiful as well as healthy, spacious as well as clean, well-balanced as well as carefully patrolled."

Architects, by their talents and training, are unquestionably our best qualified citizens to give leadership in making our communities "beautiful, spacious, and well-balanced." It is they who *must* lead.

Phil Litt



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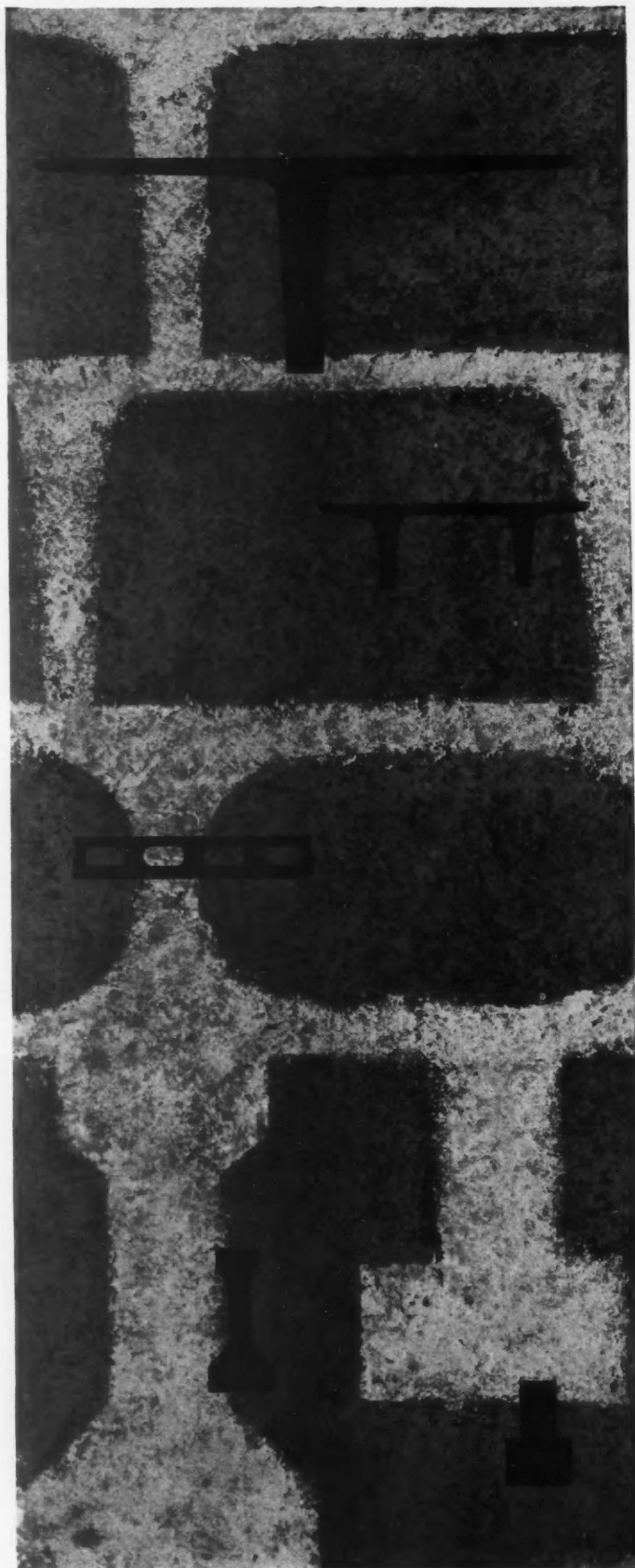
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Replanning Border Environment



By ARQ. GUILLERMO ROSSELL

When architect Guillermo Rossell, of the national development board of Mexico and undersecretary to Sr. Lic. Eduardo Bustamante, secretary of the Patrimonio Nacional, the Mexican cabinet, delivered the keynote address at the annual convention of the Texas Society of Architects last fall, his opening words set the tenor of his speech.

Arq. Rossell said, "The future of the world is in the hands of America." Although, during the course of his address, he was to discuss the "El Paso Charter" and present plans for concerted action by United States and Mexican architects to develop border cities, it became clear that his opening reference to "America" was to the continent and that his philosophy of the purpose and intent of architecture embodied not only the Mexican viewpoint, but a universal one applicable to human society.

Martin Ray Young, representing the Arizona Society of Architects and the state on appointment by the governor, reported that "I am sure that we were all thrilled by the keynote address by this very young, influential, and brilliant young man."

The convention, themed "Architecture for the Americas," displayed the symbols of the AIA and the Sociedad de Arquitectos de Mexico, and was a result of a request at the last national AIA convention by Mexican architects that those in the profession from the two countries get together to discuss and evolve plans of action toward solution of mutual problems. (See *Arizona Architect*, May, 1960.)

Because Sr. Rossell's talk was a masterful presentation worthy of a wider audience, excerpts are printed on these pages.

The future of the world is in the hands of America. Far back in the history that formed the ancestral heritage of our continent even before European colonization, we discover the tendency to assimilate the technical progress of the western world and the philosophical thought of the far east. The hopes of man-kind and his very future are rooted in the history of the past and the faith in the future of our continent.

Fate has decreed that here on this continent, reaching from pole to pole and washed by the two greatest of oceans, the contributions of all races, all times, all tongues and all civilizations have been united.

We of Mexico have long felt it our duty and obligation to walk down the halls of history, not as a single people, bearers of a glorious tradition, . . . but as a universal, even cosmic, people, . . . capable of embracing all streams of thought, all the restlessness of the spirit, and all the promise of a culture still to be achieved. I come to you in the name of this universal Mexico of the spirit, in which we feel the living presence of the wisdom of our ancestors, both Aztec and Toltec, and the aggressive force of the European world, recently arrived at the conquest of technical knowledge.

I am also aware that I represent a profession whose mission is of the most vital importance in the present as well as the future of our hemisphere. So I speak to you as a Mexican, conscious of his country's history, and as an architect, convinced of the social and historic importance of his profession . . . when the miracles of science, half a century ago figments of a novelist's imagination, have become everyday occurrences.

It is the architect, today, who carries on his shoulders the responsibility of bringing up-to-date both city life and human habitation. Ours is the task of constructing the well-being of the home and the family in surroundings constantly . . . invaded by the news of events, on TV, radio and in the press . . . bringing the world in the door of the home in statistics, news items and images. It is our obligation to measure up to this age, technically speaking, reconciling the ideals of our liberators with the ever-new fantasies of interplanetary navigation, and it is ours to maintain the eternal human values within the home side by side with . . . nuclear physics or astronautical achievements.



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Our thesis . . . is that the collective ideals of today may be summed up in two words: technique and justice, which mark for us the two goals of man. In our age of scientific and technological conquest . . . we still find ourselves lacking in the other human ideal: justice. For a century and a half now, we Mexicans have been engaged in an unceasing struggle to obtain in the political, social and economic fields the corresponding forms of justice. We were already engaged in this struggle at the time of our Independence, (and) at the time of our Reform, (which) . . . gave concrete form in Mexico to the longing for freedom: of spirit, of intelligence, and to put human ideals into practice. And we were still engaged in our unrelenting struggle at the time of our Revolution, 50 years ago . . . to purchase the statutory and social reforms of equality, fraternity and justice among men.



" . . . we feel the living presence of the wisdom of our ancestors, both Aztec and Toltec, and the aggressive force of the European world. . . ." Mural in the Zocalo, Mexico City. Photo: Phil Stitt.

But . . . I certainly don't mean to say that only Mexicans have been moved to fight for these ever-present ideals. In the Anglo-Saxon portion of America, men, dedicated to an ideal, proclaimed that God created all men equal and that no man could establish artificial differences on the face of the earth . . . and, far to the south . . . the generation of Simon Bolivar, San Martin and Morazan lighted the flames of liberty . . . These deeds prove conclusively that the ideals of liberty and justice are as common to the people of the continent as are the technical restlessness and the unceasing search for scientific truth.

Our first and most pressing obligation is to ascertain our role, both as individuals and as members of our profession, in the development of these American ideals. We, the architects of America, must make some material contribution to the unity and solidarity of these ideals. . . . At this point . . . we must discover which is the mission of the architect and which that of the city planner in America, as well as defining the specific task of each within his field of action.

Once we understand and assimilate the historical and technical principles governing the work of the city-planner and the architect, we can trace the international connections which will give our work greater depth, greater permanence and fewer imperfections.

We who belong to the guild of architects in America dream of becoming the builders of those ideal cities where civilization flowers, free of serious human conflicts, and in which the common home, the city, is a place of peace, of safety and of calm; a stimulus toward individual and collective progress. We want to build the civilized, happy cities that our technical resources permit us to imagine, and we also want to build the kind of homes and places of work in which man can expand his thought and spirit to the utmost without the thousand irritations that exhaust his energy in a struggle against his physical surroundings, a struggle which reduces his creative powers and his will. x x x

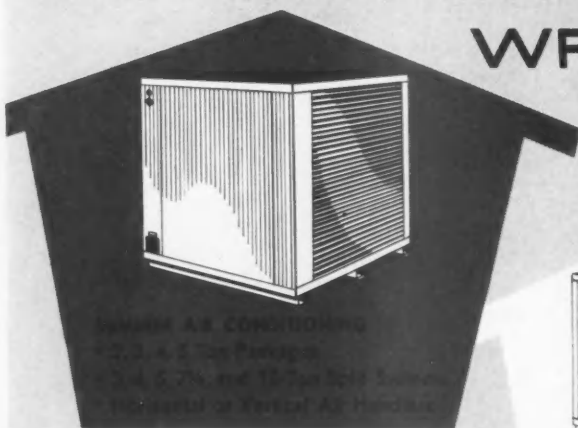
We must bring about, within the limits of our specialization, the kind of justice that offers every man the space he needs to work in, to play in, to live in and even to think in. We must make this architectural and urbanistic ideal which we call spacial justice a reality and we must also make every effort to make our building materials, our building forms, take on that functional brilliance that makes life agreeable and its surroundings beautiful, erasing once and for all from our cities and the buildings in which we live and work, all that is squalid, dark and ill-illumed and oppressively small, seeking to make every hour of our lives a communion with nature, with sunlight and with source of life in all its plenitude.

(Editor's note: Arq. Rossell here invited the architects of the United States to join Mexico's architects in a pooling of technical information and individual and collective ideas. In addition, he proposed what the convention later adopted as the "El Paso Charter," calling for mutual efforts by both countries to "remove blight" and improve border cities. For highlights, see page 13.

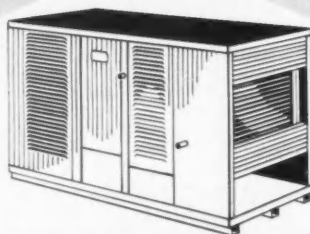
He then concluded his address by outlining, as a representative of Mexican architects, the aspirations in architecture of his countrymen. His comments continue:)

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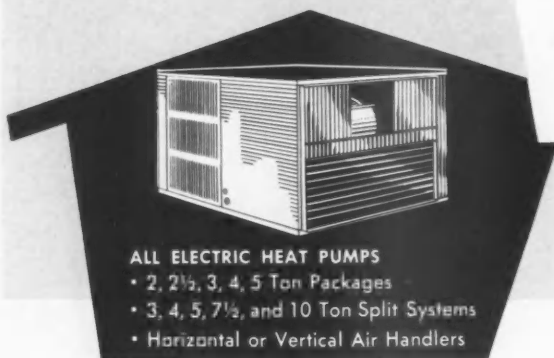


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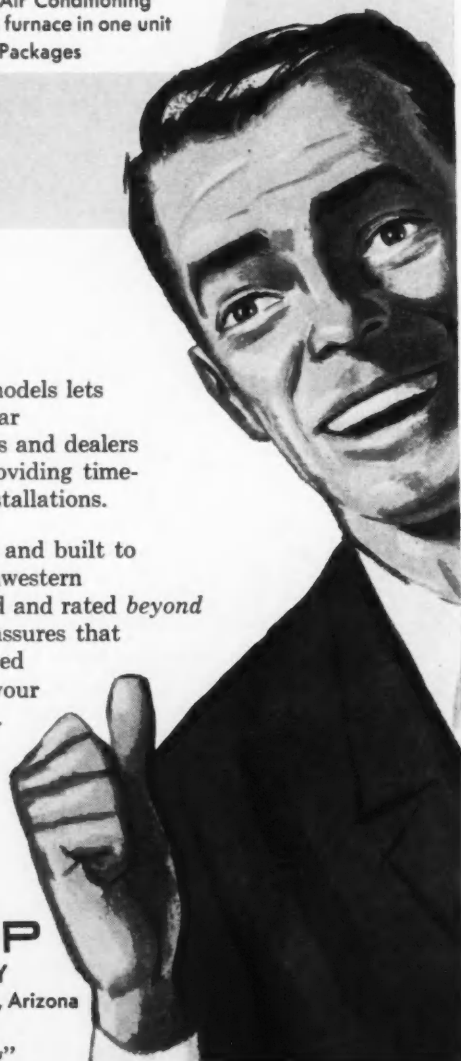
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Yes, we are professionally interested in all that. But we are also convinced that architecture for the sake of architecture, just as art for art's sake, is speculative activity of relatively low value. We are primarily interested in using our technical knowledge in the interests of the neediest among members of society, even when we have to sacrifice other interests to this one.

We well understand that modern architecture is specifically a housing architecture, which distinguishes it from the architecture of all other periods.

We will establish a new scale in our modern architecture at the same time that we study housing programs as the measure of time and space. We no longer build for posterity, which was the dominant factor in architecture up to a short time ago. Housing should be subject to continual progress, as all the other ingredients of our industrial civilization.

We are seeking architectural forms in which man may live not only comfortably and functionally with all the appliances offered for comfort by modern science, but also the solution for architectural space, which should be obtained in such a way that man might develop and extend his moral, esthetic and spiritual values, permitting him to express his individuality and live with his fellow man in an atmosphere of justice.

We are face to face with the important problem of the industrialization of the building materials, and we firmly believe that this is the only tangible form of procuring at a low cost, and for all sectors, the benefits of modern architecture and engineering.

We consider that we share many basic points of doctrine and professional ideology with the splendid architecture produced in the United States and that, as a consequence, we have already started along the road that will lead us to the goal we have here defined.

We are convinced that we will not fail in our responsibility as technicians so long as our answer to the demands of our times is made in deeds, and so long as our deeds satisfy the dictates of our glorious past and the needs of the immediate future of America and the world, where we of Mexico hope to see enthroned the triumvirate of Peace, Beauty and Justice.

The El Paso Charter

Both the Sociedad de Arquitectos de Mexico and the government of Mexico itself, through a cabinet minister, have suggested repeatedly that development of border cities is a joint problem of Mexico and the United States and constitutes "a single problem-unit for city and architectural planning."

Toward accomplishing that aim, Mexican architects at the national AIA convention in San Francisco challenged their U.S. counterparts to meet with them and formulate a plan of future cooperation and action.

The Texas Society of Architects last November accepted the challenge and some 30 delegates from SAM came fully prepared, offering evidence of the need for concerted efforts and a detailed plan of action, based on the Mexican government's thesis for urban development. The convention of the TSA approved the joint development of the region and representatives of the other border states — Arizona, California and New Mexico — also agreed to ask that the governments of both countries do something constructive about developing the border cities in cooperation in order to remove the blights that now exist. This action became known as the El Paso Charter.

It was pointed out at the TSA convention that serious and unsolved problems hinder the development of the border cities, which have one of the highest coefficients of population increase in the world, despite the fact that they have poor conditions of habitability from a physical point of view.

Included in a description of the area, common to inhabitants of both sides of the border, were the following:

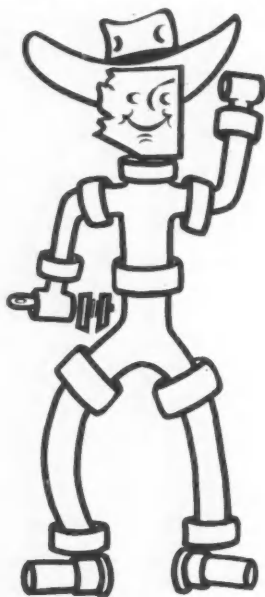
The area is formed by four of the United States with a population of over 25 million and by six Mexican states, with over 5 million in population. The length of the border is about 1,720 miles, of which the Rio Bravo — Rio Grande in the U.S. — forms about 710 miles.

On the Mexican side, 32 townships exist along the border, with about 1.5 million people, 4.19 per cent of the entire Mexican population, while 26 American counties touch the border, with about the same population. On the American side, 80 per cent of the population lives in cities, while 85 per cent of the Mexican population on the border lives in urban areas.

In his address at El Paso, Arq. Guillermo Rossell pointed out that both sides have experienced a more than 70 per cent population increase in the last ten years.

It was pointed out that the cities along the border receive the physical and economic impact produced by the movement of foreign trade between the countries, representing an intensive activity and concomitant

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itant problems of trains, trucks and trailers and personnel of all kinds.

The cities also are the site of a great deal of local trade, with citizens of both countries crossing the border daily to make purchases; another problem is that of illegal trade, which causes serious social and economic repercussions. Tourists from the American side, several million a year, visit the Mexican border towns, so that the region must accommodate a large floating population which reaches such proportions at times that traffic and municipal services, water draining, and electricity, prove insufficient.

And urban employment is a problem. During 1959, nearly half a million Mexican laborers crossed the border legally to work on farms, and 20 per cent of the Mexican urban population crosses the line daily to work in American cities.

"The figures," said Rossell, "speak of a Mexican-American border population living in an identical physical medium, employing many of the same urban services and facing many of the same serious problems, which joint action gives them a splendid opportunity to solve.

"I consider we would be justified in affirming that the Rio Bravo and the border line constitutes an axis, and not a line of regional division. All the problems of control, betterment, distribution, highways, water conservation, electric power, gas ducts, soil conservation, climate and resources in general are common to the whole geophysical area.

"The present political frontiers . . . prove the absurdity of an arbitrary line, drawn by man and dividing one or several geographic bowls containing human, economic and administrative interests common to the whole region."

The Mexican architects called for endorsement of a plan for concerted action, which was adopted and consists, in general, of the following points:

A. The initiation of an exhaustive study, both integral and organic, of the border region and the cities which exist within it or which should exist within it from a physical, human point of view, based on production, distribution and consumption,

B. Promotion of official and unofficial support, as well as professional aid for the development of such a plan,

C. Formulation of concrete programs including common problems in order to reach a harmonious urban and local solution in the shortest possible time,

D. Formation of a working agreement between Mexican and American architects and city-planners with the specific intention of studying the common problems of the frontier. This should take the form of an adequate professional organization,

E. Formulation of a statement concerning the objectives and future course of action,

F. Adoption of an urbanistic thesis and an architectural code which will guide the planners in their search for solution of common problems,

G. The adoption of a scientific method of approach for the analysis, study and realization of the programs of urban development.

Rossell outlined a plan of action which would first permit the architects of both nations to get to know each other better, exchanging experiences and general knowledge, and he pressed for a "well-founded organization in which studies and work on the problems that affect us are carried on daily, uniting us in our mission."

He suggested that "we establish in each of the border cities a working nucleus or advisory commission on technical and urbanistic questions made up of local architects, city planners and technicians who are interested in serving their communities."

Rossell concluded his presentation of the later-adopted El Paso Charter with this expression of hope:

"It is an unusual document, in which we have set forth a basis for coordination of efforts on certain doctrines and social principles among the architects of both countries. I hope that our effort may serve as an eloquent example to other countries of America as to how an atmosphere of harmony, an atmosphere of unity and an atmosphere of technical conviction can work for the benefit of our countries."

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Arizona's Architects

By Martin Ray Young, Jr., AIA

There are two Architect-in-Training programs in Arizona: that administered by the American Institute of Architects and the program controlled and made available by the State Board of Technical Registration. While the two work together, they are separate and distinct.

The AIT program conducted by the AIA is as follows:

HOW THE PROGRAM WORKS

1. Graduates, and others qualified, enrolled with national AIA as Architect-in-Training.
2. Individual programs of experience in suitable offices for period required by State Boards, usually three years.
3. Periodic guidance by architect-advisor to secure balanced variety of work experience.
4. Log Book recording of actual work, weekly, quarterly and annual summaries.
5. Periodic review and guidance by advisory committee of AIA Chapter.



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In Training Programs

6. Maintenance of candidate status and acceptable progress.
7. Regular progress reports to national AIA by Chapter committee.

THE PROGRAM PART OF THE TOTAL EDUCATION PATTERN

Responsibilities have been defined by official action of:

Association of Collegiate Schools of Architecture

It is the proper function and objective of the accredited school of architecture to provide a broad educational background of general culture and technical subjects leading to a degree in architecture; to examine and evaluate the candidate in these courses, to provide an atmosphere conducive to the development of a professional attitude, and a realization of the need for the experience of the architect-in-training program as preparation for full professional practice.

American Institute of Architects

It is the proper function, responsibility and duty of the profession to provide a program of guided apprenticeship, take cognizance of the candidate pro-

gram and make available to him opportunities for experience in all areas of practice.

National Council of Architectural Registration Boards

It is the proper function and objective of the State examining board to evaluate the experience, knowledge and judgment gained under the architect-in-training program and to examine the candidate, confining the limit and extent of the exam to the application of his education and the professional pattern of practice with the objective of determining his professional judgment, competence to serve his client, the public and his profession.

WHAT DOES THE PROGRAM MEAN TO THE EMPLOYER?

Financial concessions?

None. Program has no effect on salaries.

Demands on employer?

Program operated on the initiative of the Candidate under supervision of employer-architect whose major contribution is personal interest and cooperation in providing a suitable variety of training experience.

WHAT DOES THE PROGRAM MEAN TO THE CANDIDATE

Financial benefits?

None. Candidate can expect no more preferential treatment financially than a medical intern in a hospital. Good experience and performance may expedite advancement.

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Professional benefits?

Candidate recognized in semi-professional status.
Opportunities for balanced variety of training experience.

Log Book Supplement contains valuable reference lists for self-education in the profession and the building industry, to be supplemented by material sent by the AIA and acquired by the candidate from other sources.

Cost

Only small initial registration fee of \$5.00. National AIA carries administrative cost.

WHO DOES WHAT?

Candidate

Send application form to the Octagon, Washington, with \$5.00 fee. Applications available from Chapter office.

Receives Certificate, Log Book and Supplement.

Reports to Advisory Committee of local AIA Chapter. Fills in quarterly Experience Log sheets which he keeps in his Log Book.

Arranges conference at least once a year with Chapter advisor.

Fills in annual summary bar charts from quarterly Experience Log sheets.

Octagon (AIA headquarters, 1735 New York Avenue, N.W., Washington, D.C.)

Receives and reviews applications.

Enrolls qualified candidate.

Sends identical certificate registration forms to Architect-in-Training and to Chapter Secretary.

Sends additional material for Supplement as approved and available — to all Architects-in-Training.

Receives reports on Architects-in-Training from Chapter secretaries.

AIA Chapter Secretary

Receives registration form issued by Octagon.

Notifies Chapter advisor or Advisory Committee of all enrollees.

Assists in maintaining contact of Architects-in-Training with the advisors and with the Chapter.

The Employer

Initials and closes out the quarterly Experience Log sheets to indicate correctness of entries.

Advises with trainee-employee regarding the experience he is gaining and arranges for a balanced variety of experience for the trainee.

• • •

The AIT program under the State Board is offered for "a candidate for registration as a professional architect who is a graduate of a school approved by the board as of satisfactory standing or who has had four years or more in architectural work of a character satisfactory to the board . . .".

In the case of men who, for various reasons, have not been graduated from an accredited school, the AIT program conducted by the AIA comes into full use. The Log Book provides evidence for the board that the candidate has had good training, as attested to by his experience log, approved by his employer and the advisor.

The State Board AIT program provides examinations in history and theory, structural design, and building equipment, the last concerning principles of design and detailed knowledge.

In order to register as an AIT in Arizona, the candidate must have passed these examinations. The law requires that "upon completion of the requisite years of training and experience in the field of architecture



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under the supervision of a professional architect satisfactory to the board, the architect-in-training shall be eligible for the second stage of the prescribed examination for registration as a professional architect." The experience record required here is taken from the Log Book and is of great assistance to the board.

Registration is separate for each program, yet the two work together to produce well qualified and ex-

perienced architects. This combination, it is hoped, will be of great value to the profession in serving the public.

TRAINEES MEET — Architects-In-Training of the Central Arizona area recently conferred with committee chairman Martin Young, (center). Discussing mutual problems were, from left, Ken G. Tom, Raymond Steinbeigle, Nick Devenney, Jim Witner, Wes Edgar, Craig Walling, and Herbert Schneider.



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The Other Arts



s of Architects / V

Leslie J. Mahoney, AIA, of Phoenix, was one of the seven charter members of the Arizona Chapter of The American Institute of Architects when it was formed in 1937. He served as president in 1938.

In recent years, Les Mahoney has become about as well known for his photography as for his architecture. Early this year he was named a Fellow of the Photographic Society of America in recognition of his "ardent and generous support in promoting photography in Arizona, for his services to the society, and for his skill in motion picture and still photography."

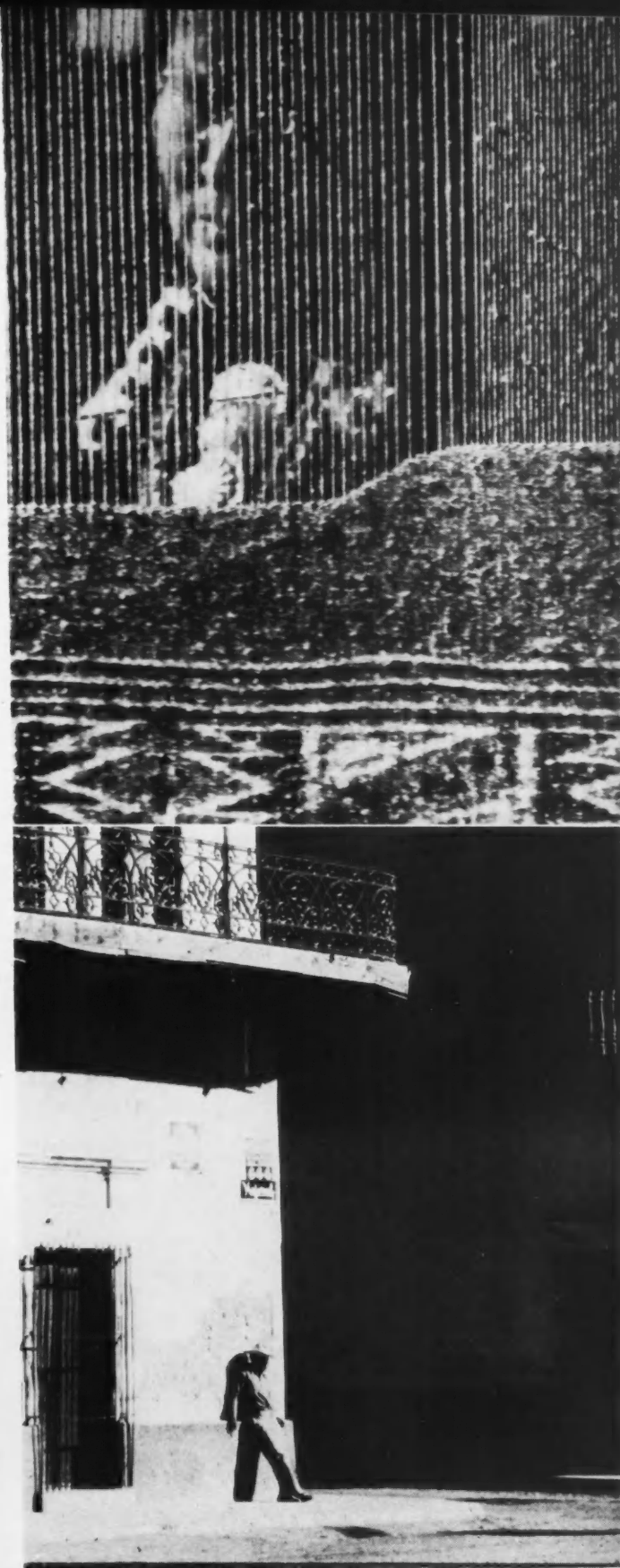
Les has been chairman and director of the Tops in Photography project of the society's pictorial division. He also is chairman of the color division's slide competition for individuals, and a district representative of the society for Arizona.

Many organizations, including Central Arizona Chapter, AIA, have been favored by showings of Les Mahoney's pictures. Although the samples of his slides, shown on these pages, suffer from absence of the color in which they were taken, they demonstrate his variety of interest in photography and his trained and practiced eye for beauty, form, composition and human values.

The Rug; Guaymas; Sahuaro (State Flower).



April, 1961



Twenty-one



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PHILADELPHIA URBAN RENEWAL CITED

The Philadelphia City Planning Commission has been awarded this year's annual Citation of an Organization by The American Institute of Architects, it was announced recently.

The citation was given for the Planning Commission's "imaginative awakening of a city's conscience to the economic and esthetic values of urban renewal and for acting vigorously in revitalizing the city without impairment of its great architectural and historic heritage."

The award will be made to G. Holmes Perkins, FAIA, chairman of the Philadelphia City Planning Commission at a special Awards Luncheon during the AIA annual convention in Philadelphia, April 24 to 28.

The Philadelphia City Planning Commission was established in 1942 to prepare a comprehensive plan for the development and renewal of the City of Philadelphia.

Among the significant achievements of the Commission are completion of a land use plan projected to 1980 which includes new planning concepts such as the District Plan with its sub groups of communities and neighborhoods; a plan for Center City including a huge shopping center; and redevelopment plans for thirteen areas where new housing replaces slums.



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RETURNING TO TUCSON — Robert W. Harrington, manager of the Clay Brick & Tile Association, San Francisco, will come to Tucson May 12, where he will show architects and engineers a new system of reinforced masonry construction using high lift grouting. Meeting is sponsored by the Masonry Industry Program of Arizona and the Arizona Masonry Guild.

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For Architects! Engineers!

By popular request, Robert W. Harrington of San Francisco will come to Tucson to show his new system of reinforced masonry construction using high lift grouting.

Interested Arizona architects and engineers are invited to attend this informational luncheon as guests of the masonry industry.

The subject:

**"New method of
reinforced concrete &
masonry construction
using high lift
grouting system."**

Date: Friday, May 12, 1961

Time: 11:50 to 12:30 p.m. — Lunch
12:30 to 1:30 p.m. — Main section
of program.
1:35 p.m. — Follow-up section of
program for those who wish to
stay.

Place: Ramada Room, Ramada Inn
404 North Freeway
Tucson, Arizona

Note to Phoenix: Those who missed this
important presentation February 24,
will be welcome to attend in Tucson.



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SOUTHERN ARIZONA CHAPTER NEWS

More than 60 architecture students at the University of Arizona will be guests of the Southern Arizona Chapter, AIA, at the annual awards banquet Thursday, May 18, at the Pioneer Hotel in Tucson.

The recipient of a \$600 Fontainebleau scholarship for eight weeks of study in France this coming summer by a U of A student will be announced, along with other prize and scholarship winners, and local craftsmen.

Kenneth Cardwell, professor of architectural history at the University of California, Berkeley, School of Architecture, will be the banquet speaker.

A feature of the evening will be an extensive display of student work.

Mark Edson has been appointed to the Tucson Planning & Zoning Commission, a further public recognition of the value of architects in the planning process.

The last chapter meeting featured a thoughtful discussion of community planning matters. Invited speaker was Guy S. Green, landscape architect and a member of the Citizens' Advisory Committee on Zoning Standards. He made an appeal for more professional members of P & Z, and declared that the planning process has too often lacked application of



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The lively three-way discussion that followed, was participated in by Green, **Nicholas Sakellar**, chairman of the chapter's Urban Design and Housing Committee; and **Ned Nelson**, chairman of the Government Relations Committee. Both committees have been working on revisions of the planning and zoning laws. Sakellar described the opportunity to do so as something that won't happen again for 20 years.

— AIA —

DREAM AND REALITY

I'd like to build myself a home
In Xanadu — a pleasure dome
Of minarets and dreaming towers,
Where I may while away the hours —
As hours should be whiled away
On moonlit night or sunlit day —
Washing down the lovely scene
With draughts of blissful Hippocrène.

To drink — to dream — ah, there's the rub —
I know I'll never make it, Bub.
My pleasure dome will be a square
Of concrete blocks, my towers a pair
Of plumbing stacks and chimney pots.
I'll spend my weekends doing lots
Of mowing . . . After taxes, yet,
Who can afford a minaret?

Jean Battin in *Blueprint*

ARCHIE



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CENTRAL ARIZONA CHAPTER NEWS

Designer Charles Eames, of Los Angeles, will be the principal speaker at the fourth annual awards dinner of the Central Arizona chapter and Arizona State University student chapter, AIA, Thursday, May 11.

The dinner and program, during which ASU students will receive awards totaling over \$2,100, starts at 8 p.m. in the Memorial Union ballroom. Architects and their wives and other interested persons may make reservations through the ASU School of Architecture. Cost of the dinner is \$2 per person.

Preceding the dinner, an exhibition of student work, along with exhibits of Saul Bass, Los Angeles designer, and a "City on a Mesa" master drawing by Paolo Soleri, will be open. Soleri's color rendering, 10 by 30 feet, is to be the basis of illustrations for a book by him. He is architect-in-residence at ASU this semester. The exhibits will be at the School of Architecture on the top floor of the engineering center and open at 7 p.m.

Eames, the main speaker, became prominent in 1939 when in collaboration with Eero Saarinen, he won an international furniture design competition sponsored by the Museum of Modern Art. He pioneered the design of molded plywood and, later, molded plastic chairs which now are in use throughout the world.

Last fall Eames and his wife, Ray, won the first \$20,000 Kaufmann International award for excellence in industrial design in architecture, furniture and films.

In the last category, Eames has achieved wide recognition. A film he designed and produced, "Communications Primer," will be shown at the dinner as part of Eames's talk on communication and architecture. The speaker also designed a "World of Numbers" industrial exhibit for IBM which was displayed at the opening last month of the California Museum of Science and Industry in Los Angeles.

Three new awards for ASU architecture students have been established this year and will be presented along with scholarships and prizes awarded annually by five sponsors.

Fred M. Guirey, AIA, has announced that his firm has become a partnership and is incorporated as Guirey, Srnka and Arnold, Architects.

The firm's offices will remain at 506 E. Camelback, Phoenix, with a branch at Flagstaff.

Joining with Fred are **Milan E. Srnka**, a graduate of Western Reserve University and the American School at Fontainebleau; and **Richard M. Arnold**, a graduate of Texas Christian University and The School of Design at North Carolina State University.

CRITIQUE

To the Editor:

Let me begin by stating that I am a Civil Engineer employed for the last eight years by Arizona Public Service Company. I have read, enjoyed and found your magazine quite thought-provoking for some time. Your February issue let fly, of course, with both barrels at the ugly clutter which is becoming a large part of our environment. A part of that clutter, as you pointed out, is due to overhead utility lines.

I cannot speak for Arizona Public Service Company, nor for many of my colleagues. As a private citizen, however, I would like to extend my congratulations on your efforts to remove this blight from our landscape. Personally, I am appalled each time I look up and rediscover that it is impossible to view a tree, a building or even the sky itself without an intersecting spider web of wires, poles, insulators and transformers.

In fairness to companies such as my own, however, there are a few points which you did not mention which probably should be brought out. (You, no doubt, have received other letters on this subject). First, it costs more — quite a lot more — to build distribution systems underground and out of sight than it does overhead. Private power companies being, by nature, regulated monopolies, this cost must ultimately be borne by the consumer in one form or another. If enough consumers want this blight eliminated badly enough and are willing to pay for its removal, then surely it will eventually be removed.

A second point is that private utility companies have not been responsible for quite all of the mess. At least a fair portion of it has been built and is owned by governmental or semi-governmental agencies. In this same connection it might be pointed out that Arizona Public Service Company has indeed constructed a considerable amount of underground distribution systems. To my knowledge, the governmental and semi-governmental agencies have not.

Again, congratulations on your excellent publication and commendable efforts to improve the environment in which we live.

OLIVER H. BRIGGS, JR.
Phoenix

To the Editor:

I wish to congratulate you on the February issue of "Arizona Architect." I have transmitted copies of this to the County Manager, the Supervisors, and members of the Planning Commission and Boards of Adjustment and Appeals.

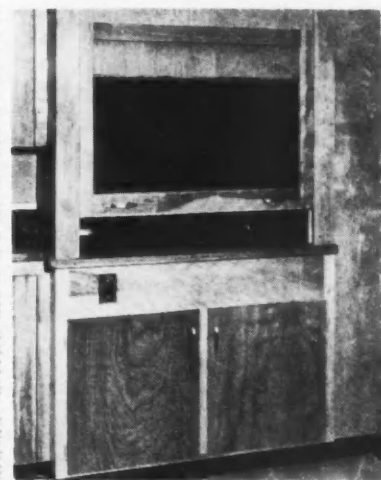
I could use additional copies if you can spare them.

DONALD W. HUTTON, Director,
Maricopa County Planning Commission

April, 1961

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Twenty-seven



This decorative balustrade of steel points up one of the advantages of modern steel: there's strength there, in every running foot . . . but there's beauty, too — of design and utility.

Photo is of the Palace Apartments, Tucson.

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Contractor: Jack Ransbottom

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To the Editor:

Thank you for the February issue of *Arizona Architect* and its presentation of "The Mess We Live In" and "Our Environmental Leukemia," etc. As you probably realize, Garden Clubs in the U.S.A. have been hammering away at these problems since their beginning, and we are most happy to have such organizations as yours giving such forceful assistance in the fight.

Here in Arizona where "Tourism" is one of our most important industries, it seems suicidal to allow the mess to grow. Here in Coconino County it is thriving and if you have a few extra copies of this issue I'd like to present them to our County Board of Supervisors and one to the president of our Chamber of Commerce.

MRS. CHARLES W. SECHRIST,
Chairman, National Projects,
Ariz. Federation of Garden Clubs,
Flagstaff.

To the Editor:

Have just opened the pages of A.A. (February) and my hat (which I do not wear) is off to you.

Good luck for more of this type issues, and then maybe there is hope.

WILLIAM WILDE, AIA
Tucson

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FEBRUARY ISSUE REPRINTING

Due to a flood of requests for copies of our February issue, illustrating "The Mess We Live In," Arizona Society of Architects has ordered a second printing. Requests for copies will be filled shortly after May 1. To cover postage, please send 8c in stamps for each issue requested, to "Arizona Architect," Box 904, Phoenix 1, Arizona.

To the Editor:

You must be deluged with congratulations over the February issue. Every once in a while something like this appears, but we're not doing enough yet; somehow these things have to get *everyone* fired up, not just the architects or other small groups. Too many people these days are starting to compare our rottenness with the last days of Rome.

The blight in beautiful Arizona shocked me. Not that it's one bit better here — I'm just used to it. As an outsider, let me make one comment: don't praise and publish so many examples of good or acceptable conditions — most of them, when looked at coldly are no less ugly than "the mess" — they're just spread out a bit more. (Now, before you fire back at me, I'll admit this of my own work, too). Until we really take a lesson from nature, the mess will grow unchecked.

MALCOLM B. WELLS, Architect
Merchantville, N. J.

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TO THE POINT

SPECIFICATION RED TAPE CAN INFLATE YOUR COSTS

An Important Obligation the architect accepts is to co-ordinate the building design with appropriate building products. However, we do not believe the architect should attempt to redesign these products by preparing elaborate specifications on their fabrication—when manufacturers have standard products with superior performance characteristics.

Take the case of hollow metal doors. Frequently, architects will provide rigid specifications on fabrication techniques to assure flatness of the door surface, when all that is really required is a statement of the flatness required or the maximum deviation permitted—and the manufacturer will do the rest.

Rather than detailing how molding should be made, the architect should simply insist on flush molded doors, or say "no overlapping moldings." For paints, he should specify a mar and chip-resistant finish of a particular gloss. He should also indicate the need for adequate strength in hardware reinforcements.

Take advantage of your supplier's research. Get a superior and less expensive product by stating the end result desired and insist on a manufacturer's warranty of at least one year, to assure a quality product. Don't let specification red tape inflate your costs.

* * *

Don't Put Round Pegs in Square Holes when preparing your hardware specs for U/L labeled doors and frames. We frequently find that hardware has not been co-ordinated with U/L requirements, and cannot be used with U/L labeled construction doors or frames.

First, we recommend that you contact your Architectural Hardware Consultant when preparing your specifications. Second, write for the 1961 Fire Doorater, a comprehensive brochure on Overly's U/L labeled doors and frames, with helpful data on appropriate hardware.

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____ Fire Doorater ____ 1961 Door Catalog

I would suggest the following subject for "To The Point."

Name _____ Title _____
Street _____
City _____ State _____

To the Editor:

I have just been shown a copy of the February *Arizona Architect* on "The Mess We Live In."

I am very much impressed indeed with this issue and am writing now to inquire if you would be good enough to send me three* additional copies.

PATRICK HORSBRUGH,
Professor of Architecture,
The University of Nebraska

*P.S. Since dictating this I have discussed the matter with a colleague and we would be most grateful if we may have nine copies.

To the Editor:

Through the good offices of Mr. R. N. Anderson, Jr., who is Architectural Editor of "The Virginia Record", I have been privileged to enjoy your February '61 issue of the *Arizona Architect*.

This is a particularly good issue on a timely and important subject. It seems to me that publications such as yours and ours which are to serve primarily their own constituency do a great service in occasional treatment on a single subject of such importance. It has even more meaning in that you resisted the opportunity to scatter your shots and found ample documentation in your own area to well carry the point. Congratulations to you all.

Should any extra copies be available (maybe a half dozen) I believe we could put them to good use in stirring up our own "sleeping dogs."

MARCELLUS WRIGHT, JR., FAIA,
Richmond, Virginia

To the Editor:

I have been working with the AIA committee for Government Relations and Public Welfare, and this has caused me to reflect on some of the causes and remedies of the status quo. I thought you might be interested in the following:

Uglycitis - The Disease Of Growing Cities

What is uglycitis? Uglycitis is a disease; a disease just added to the repertoire of human conflict. Uglycitis affects growing cities with the persistence of influenza and the common cold. Although the flu and common cold can now be quickly cured by wonder drugs, uglycitis can not. It is a pestilence curable only by the human heart. Love and understanding between the populace of a city is what I'm speaking of; love with matrimony of common needs for the well being of all; an espousal of beauty and understanding to form a harmonious whole for public welfare and practical co-existence.

How do growing cities contract this appalling disease? Mostly through public apathy or indifference, by attempting to undertake too much at the least cost, with too little planning and no consideration for Tom, Dick and Harry down the street. I have heard many

architects blame themselves for this situation and state of affairs. Are they really at fault? I should say no more than you or I and Tom, Dick and Harry, for the blame lies with all of us. However, as good ambassadors for professional architecture they must be expected to furnish leadership for proper city planning and pattern for good building design. It is therefore their duty to furnish growing cities with the proper seeds and cultivation - the hygiene to combat this dreadful disease.

You often see the letters AIA after an architect's name designating him as upholding the banner of good architecture, but they should also add the letters L.C.B.P.W. which means Leaders in Continuous Beautification for Public Welfare.

If parents abandoned their children after birth, what would happen to them? The answer is all too obvious. Now, what happens when an architect abandons his buildings after the owner has moved in? That answer is also obvious. As a leader, the architect cannot pause to relax, for when he does, uglycitis starts in and slowly and surely eats away the very foundations that constitute a healthy and happy community. The architect must follow through with his creative abilities and impress the new owner with the idea that a building is not only a shelter from climatic conditions or a roof over a going business, but is also a landmark of an era and directly responsible for the welfare of the whole community. He must inspire brotherhood of understanding and common pride between owner and his neighbors.

No codes and building regulations can compare in effectiveness to an inspired community; to that unbiased pride in a well planned and well-cared-for neighborhood.

An architect must carry his little soap box with him wherever he goes; wherever he works; he must not be afraid to use it, to stand on it whenever the occasion arises to inform, to educate and to inspire community love and understanding. There, and only there will he show the stuff he is made of and the leadership which his chosen profession demands of him. His T-square is but a tool of the trade; his expression of beauty and propagation of good design is his mission.

When an architect preaches what he practices and practices what he preaches under the principles of the American Institute of Architects, he is a leader and entitled to the title "Architect in good standing." He is the only solution to, and the only cure for Uglycitis.

GUDMUND MARTINSON
Tucson

Marty:

Would you say that too many buildings are the result of the Mock Turtle's "branches of arithmetic: Ambition, Distraction, Uglyfication and Derision?"

The Editor

We Hate To Disagree, But —

IF YOU BELIEVE THIS —

Fiction: Comfort conditioning during Arizona summers is dependent upon ambient room air temperatures —

Fiction: We must obtain a great number of air changes to produce comfort in Arizona buildings —

Fiction: All-air systems are the least expensive approach to Arizona comfort conditioning —

Fiction: There is no reliable method of comfort conditioning other than by all-air systems —

Fiction: Burgess-Manning ceilings are too expensive for Arizona construction —

Fiction: Radiant ceilings "leak" —

Fiction: Burgess-Manning ceilings are too complicated for our use —

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Fact: True comfort is dictated by the ability of the human body to effortlessly lose its heat at its normal rate to the objects around it; therefore, comfort conditioning should be aimed at cooling the surfaces in a room (walls, windows, floors, furniture, ceiling), not the air or the people.

Fact: Air changes relate only to ventilation requirements — that is, the need to change air to remove the latent heat load (odors, smoke, moisture). As recognized by the Mechanical Code for the City of Phoenix, as few as 3/10 cfm per square foot will satisfy this need.

Fact: It is a proven fact that — BTU per BTU — water systems are far more efficient and less expensive, in both original cost and in operating costs, than all-air systems.

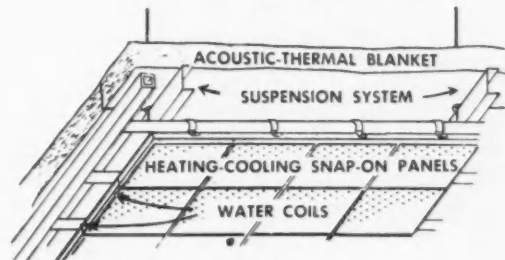
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Fact: So-called "leaking" is actually nothing but condensation which will occur whenever, due to improper engineering, the temperature of the water in the coils is less than the space dew point. Good engineering practice prevents condensation by use of a simple humidity control system.

Fact: Most mechanical engineers in Arizona recognize the simplicity and ease of design of Burgess-Manning ceilings. They are not only willing but many are anxious to use this system if you will only indicate your interest.

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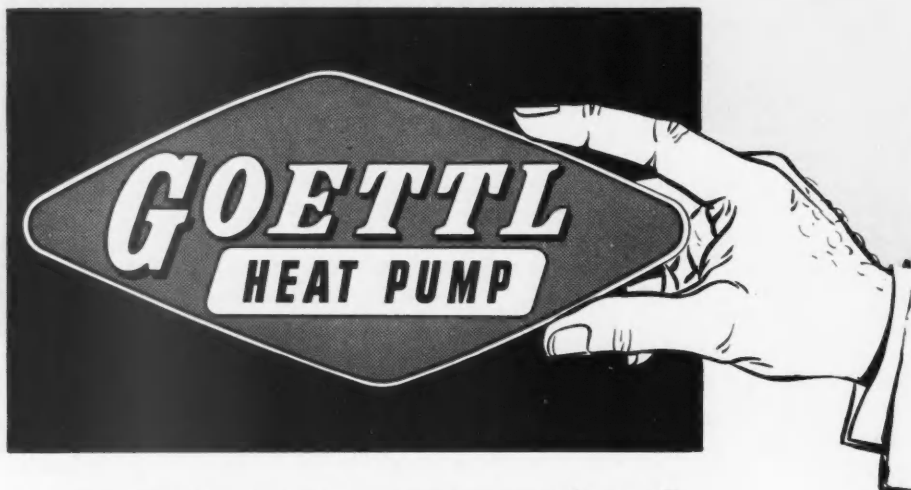
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